Professional Master's Degree
MBA in Commercial and Marketing Management in the Pharmaceutical Industry

tech global university

Professional Master's Degree
MBA in Commercial and Marketing Management in the Pharmaceutical Industry

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Global University**
- » Credits: **90 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: **www.techtitute.com/us/pharmacy/professional-master-degree/master-mba-commercial-marketing-management-pharmaceutical-industry**

Index

01
Introduction

The Pharmaceutical Industry is one of the most powerful industries due to its impact not only on the health and well-being of people, but also on the economy of the countries where the companies in the sector are based. Mastering the complexity of this environment, the characteristics of the products and the strategic lines for their marketing and promotion are key for pharmacists who wish to develop successfully in this area. For this reason, TECH has created this program that presents a 100% online methodology and the best teaching material in the current academic panorama. In this way, graduates will get an update, which will allow them to manage departments and projects of great importance in this field.

" *TECH offers you a first class academic experience that will turn you into a specialist in Commercial Management focused on the Pharmaceutical industry"*

In the Pharmaceutical Industry, Commercial Management and Marketing involve multiple departments, in charge of the exhaustive market research, the sales process or the planning of promotional campaigns through the different existing online and offline communication channels. In this way, the collection of all this information and its application will allow the sector to successfully launch innovative products that meet the needs of the market.

In this scenario, it is essential to have pharmaceutical professionals who, in addition to knowing the characteristics of the product itself, are aware of advances in other equally important areas for the implementation of effective sales and promotion projects. This MBA in Commercial and Marketing Management in the Pharmaceutical Industry was created for this purpose.

It is a program that provides students with the most rigorous and exhaustive information on team coordination and the establishment of solid relationships with other health care professionals and suppliers. It will also delve into the development and management of marketing lines of action or the new technologies that are transforming the sector.

To achieve this goal, the excellent specialized faculty that teaches this program provides high quality content, complemented by multimedia resources, case study simulations and essential readings to further extend the program's syllabus.

The professionals have, before them, a unique opportunity to obtain a complete update from the hand of real experts and through a flexible teaching methodology. All they need is a digital device with an Internet connection to view, at any time of the day, the content hosted on the virtual platform. In this way, this academic institution gives pharmacists total freedom to reconcile their daily activities with their daily activities.

This **MBA in Commercial and Marketing Management in the Pharmaceutical Industry** contains the most complete and up-to-date scientific program on the market. The most important features include:

- The development of practical cases presented by experts in Pharmacy
- The graphic, schematic and eminently practical contents with which it is conceived gather scientific and practical information on those disciplines that are indispensable for professional practice
- Practical exercises where the self-assessment process can be carried out to improve learning
- Its special emphasis on innovative methodologies
- Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection work
- Content that is accessible from any fixed or portable device with an Internet connection

You will acquire knowledge about the structure and inner workings of the pharmaceutical industry, which will allow you to make strategic decisions"

With this university program you will improve your commercial skills and fully master the exclusive sales process in the pharmaceutical sector"

You will obtain the necessary skills to lead and manage teams efficiently in the pharmaceutical field through this 100% online program.

Acquire the necessary skills to conduct market research and discover business opportunities within the industry.

The program's teaching staff includes professionals from the field who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the course. For this purpose, students will be assisted by an innovative interactive video system created by renowned and experienced experts.

02
Objectives

This MBA in Commercial and Marketing Management in the Pharmaceutical Industry provides professionals with an update of their competencies and specialized skills in the Pharmaceutical Industry. In this way, graduates will be able to lead and manage teams in this sector with expertise, handle finances and have the latest vision on market research. This will allow them to enhance their skills in commercial management and face the challenges that this field presents on a daily basis. To achieve this, TECH provides the most advanced multimedia resources in the academic field, in an extensive virtual library.

Throughout this program, identify the innovative strategies to elaborate a solid Marketing plan adapted to the Pharmaceutical Industry"

General Objectives

- Acquire specialized knowledge in the Pharmaceutical industry
- Gain in depth knowledge of the Pharmaceutical industry
- Delve into the latest developments in the Pharmaceutical industry
- Understand the structure and function of the pharmaceutical industry
- Understand the competitive environment of the pharmaceutical industry
- Understand market research concepts and methodologies
- Use market research technologies and tools
- Develop sales skills specific to the Pharmaceutical industry
- Understand the sales cycle in the Pharmaceutical industry
- Analyze customer behavior and market needs
- Develop leadership skills
- Understand the specifics of management in the Pharmaceutical industry
- Apply project management techniques
- Understand the principles and fundamentals of Marketing in the Pharmaceutical industry

Specific Objectives

Module 1. Pharmaceutical Industry
- Study in depth the Pharmaceutical Industry
- Learn about the latest developments in the Pharmaceutical Industry
- Delve into clinical trials and regulatory approval

Module 2. Structure of the Pharmaceutical Industry
- Delve into the structure and functioning of the Pharmaceutical Industry
- Investigate the supply chain, key players and their interaction
- Address the competitive environment of the Pharmaceutical industry

Module 3. Market Research in the Pharmaceutical Industry
- Study in depth the concepts and methodologies of market research
- Develop skills in the design and execution of research studies
- Delve into the use of market research technologies and tools

Module 4. The Sales Process in the Pharmaceutical Industry
- Develop sales skills specific to the Pharmaceutical industry
- Investigate the sales cycle in the Pharmaceutical industry
- Analyze customer behavior and market needs

Module 5. Leadership and Team Management in the Pharmaceutical Industry
- Develop leadership skills
- Analyze the specific aspects of management in the Pharmaceutical industry
- Apply project management techniques

Module 6. Pharmaceutical Marketing Plan
- Study the fundamentals of pharmaceutical Marketing
- Develop skills in the elaboration of Marketing plans
- Delve into the characteristics and needs of customers in the Pharmaceutical Industry

Module 7. Marketing Management applied to the Pharmaceutical Industry
- Introduce the principles and fundamentals of Marketing in the Pharmaceutical Industry
- Develop skills in the management of pharmaceutical products
- Approach the use of digital Marketing tools and techniques

Module 8. New Technologies Applied to the Pharmaceutical Sector
- Delve into new technological trends in the Pharmaceutical industry
- Analyze the impact of new technologies in the Pharmaceutical Industry
- Develop skills in the management of technological projects

Module 9. Finance for the Marketing Department
- Study in depth the key financial concepts
- Apply Marketing project evaluation techniques
- Delve into the financial impact of Marketing strategies

Module 10. The Consumer
- Delve into the understanding of consumer behavior
- Analyze the different market segments
- Investigate trends and changes in consumer habits
- Apply market research techniques

Module 11. Leadership, Ethics and Social Responsibility in Companies
- Analyze the impact of globalization on corporate governance and corporate social responsibility
- Evaluate the importance of effective leadership in the management and success of companies
- Define cross-cultural management strategies and their relevance in diverse business environments
- Develop leadership skills and understand the current challenges faced by leaders
- Determine the principles and practices of business ethics and their application in corporate decision making
- Structure strategies for the implementation and improvement of sustainability and social responsibility in business

Module 12. People and Talent Management
- Determine the relationship between strategic direction and human resources management
- Delve into the competencies necessary for the effective management of human resources by competencies
- Delve into the methodologies for performance evaluation and management
- Integrate innovations in talent management and their impact on employee retention and staff loyalty
- Develop strategies for motivation and development of high performance teams
- Propose effective solutions for change management and conflict resolution in organizations

Module 13. Economic and Financial Management

- Analyze the macroeconomic environment and its influence on the national and international financial system
- Define the information systems and Business Intelligence for financial decision-making
- Differentiate key financial decisions and risk management in financial management
- Evaluate strategies for financial planning and obtain business financing

Module 14. Executive Management

- Define the concept of General Management and its relevance in business management
- Evaluate the roles and responsibilities of managers in organizational culture
- Analyze the importance of operations management and quality management in the value chain
- Develop interpersonal communication and public speaking skills for the formation of spokespersons

Thanks to the 100% online mode of this Professional Master's Degree, you will be able to maximize your learning process from the comfort of your home"

03
Skills

At the end of the 12-month MBA program, pharmacists will acquire essential skills for Commercial and Marketing management in the Pharmaceutical Industry. In this way, experts will enhance skills in areas such as advertising, financial planning, negotiation with suppliers and the implementation of new technologies in this field. These skills will allow them to increase their scope of action in this sector.

Integrate Marketing strategies for the pharmaceutical sector into your practice, thanks to case studies provided by experts in this field"

General Skills

- Apply the fundamentals of pharmaceutical Marketing
- Develop skills in the elaboration of Marketing plans
- Analyze the characteristics and needs of customers in the Pharmaceutical industry
- Develop skills in the design and execution of research studies
- Develop skills in the management of pharmaceutical products
- Use digital Marketing tools and techniques
- Design Marketing plans oriented to the sector
- Analyze the impact of strategies and their financial implications for their execution

Delve into the transformation of the pharmaceutical sector driven by new technologies and how you can take advantage of them to enhance your commercial work"
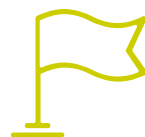
Specific Skills

- Lead team management

- Implement talent recruitment strategies

- Coordinate the promotion of projects in the pharmaceutical sector marked by new technologies

- Implement economic-financial strategies in pharmaceutical Marketing actions

- Enhance quality management

- Apply Marketing project evaluation techniques

- Assess the financial impact of Marketing strategies

- Use consumer behavior study techniques

- Establish effective actions for communication with professionals in the health sector

- Evaluate sales performance and adjust the strategy

04
Course Management

With the objective of offering excellence in teaching, TECH has assembled an experienced teaching staff for this program. Therefore, graduates will have the certainty of accessing a study plan developed by recognized specialists in the pharmaceutical field and Marketing. This will allow the professional to advance by leaps and bounds in this industry under the guidance of leading experts. Likewise, thanks to the proximity of the teaching staff, they will be able to resolve any doubts they may have about the content of this program.

You will have at your disposal the most complete syllabus, elaborated by experts in Marketing and the Pharmaceutical Industry"

International Guest Director

With over 20 years of experience in designing and leading global talent acquisition teams, Jennifer Dove is an expert in **technology recruitment** and **strategy.** Throughout her career, she has held senior positions in several technology organizations within Fortune 50companies such as **NBCUniversal** and **Comcast.** Her track record has allowed her to excel in competitive, high-growth environments.

As **Vice President of Talent Acquisition** at **Mastercard** she is responsible for overseeing talent onboarding strategy and execution, collaborating with business leaders and HR Managers to meet operational and strategic hiring objectives. In particular, she aims to build diverse, inclusive and high-perfoming teams that drive innovation and growth of the company's products and services. In addition, she is adept at using tools to attract and retain the best people from around the world. She is also responsible for amplifying Mastercard's employer brand and value proposition through publications, events and social media.

Jennifer Dove has demonstrated her commitment to continuous professional development by actively participating in networks of HR professionals and contributing to the onboarding of numerous employees at different companies. After earning her bachelor's degree in Organizational Communication from the University of Miami, she is now a graduate of the University of Miami.

On the other hand, it has been recognized for its ability to lead organizational transformations, integrate technologies into recruitment processes and develop leadership programs that prepare institutions for future challenges. She has also successfully implemented wellness programs that have significantly increased employee satisfaction and retention.

Ms. Dove, Jennifer

- Vice President of Talent Acquisition at Mastercard, New York, United States
- Director of Talent Acquisition at NBCUniversal, New York, USA
- Head of Recruitment at Comcast
- Director of Recruiting at Rite Hire Advisory, New York, USA
- Executive Vice President of the Sales Division at Ardor NY Real Estate
- Director of Recruitment at Valerie August & Associates
- Account Executive at BNC
- Account Executive at Vault
- Graduated in Organizational Communication from the University of Miami

"Thanks to TECH you will be able to learn with the best professionals in the world"

International Guest Director

A technology leader with decades of experience in **major technology multinationals,** Rick Gauthier has developed prominently in the field of cloudsservices and end-to-end process improvement. He has been recognized as a leader and manager of highly efficient teams, showing a natural talent for ensuring a high level of engagement among his employees.

He possesses innate gifts in strategy and executive innovation, developing new ideas and backing his success with quality data. His background at Amazon has allowed him to manage and integrate the company's IT services in the United States. At Microsoft he has led a team of 104 people, responsible for providing corporate-wide IT infrastructure and supporting product engineering departments across the company.

This experience has allowed him to stand out as a high-impact manager with remarkable abilities to increase efficiency, productivity and overall customer satisfaction.

D. Gauthier, Rick

- Regional IT Director at Amazon, Seattle, USA
- Senior Program Manager at Amazon
- Vice President of Wimmer Solutions
- Senior Director of Productive Engineering Services at Microsoft
- Degree in Cybersecurity from Western Governors University
- Technical Certificate in Commercial Diving from Divers Institute of Technology
- B.S. in Environmental Studies from The Evergreen State College

"Take the opportunity to learn about the latest advances in this field in order to apply it to your daily practice"

International Guest Director

Romi Arman is a renowned international expert with more than two decades of experience in **Digital Transformation, Marketing, Strategy** and **Consulting.** Through that extended trajectory, he has taken different risks and is a permanent advocate for innovation and change in the business environment. With that expertise, he has collaborated with CEOs and corporate organizations from all over the world, pushing them to move away from traditional business models. In this way, he has helped companies such as Shell Energy become true market leaders, focused on their customers and the digital world.

The strategies designed by Arman have a latent impact, as they have enabled several corporations to improve the experiences of consumers, staff and shareholders alike. The success of this expert is quantifiable through tangible metrics such as CSAT, employee engagement in the institutions where he has practiced and the growth of the EBITDA financial indicator in each of them.

Also, in his professional career, he has nurtured and led high-performance teams that have even received awards for their transformational potential. With Shell, specifically, the executive has always set out to overcome three challenges: meeting customers' complex decarbonization demands supporting a "cost-effective decarbonization" and overhauling a fragmented data, digital and technology landscape. Thus, his efforts have shown that in order to achieve sustainable success, it is essential to start from the needs of consumers and lay the foundations for the transformation of processes, data, technology and culture.

In addition, the executive stands out for his mastery of the business applications of Artificial Intelligence, a subject in which he holds a postgraduate degree from the London Business School. At the same time, he has accumulated experience in IoT and Salesforce.

Mr. Arman, Romi

- Digital Transformation Director (CDO) at Shell Energy Corporation, London, UK
- Global Director of E-Commerce and Customer Service at Shell Energy Corporation
- National Key Account Manager (OEM and automotive retailers) for Shell in Kuala Lumpur, Malaysia
- Senior Management Consultant (Financial Services Sector) for Accenture based in Singapore
- Graduate of the University of Leeds
- Graduate Diploma in Business Applications of AI for Senior Executives from London Business School
- CCXP Customer Experience Professional Certification
- IMD Executive Digital Transformation Course

Do you want to update your knowledge with the highest educational quality? TECH offers you the most updated content in the academic market, designed by authentic experts of international prestige"

International Guest Director

Manuel Arens is an **experienced data management professional** and leader of a highly qualified team. In fact, Arens holds the position of **global purchasing manager** in Google's Technical Infrastructure and Data Center division, where he has spent most of his professional career. Based in Mountain View, California, he has provided solutions for the tech giant's operational challenges, such as m**aster data integrity, vendor data updates** and **vendor prioritization** . He has led data center supply chain planning and vendor risk assessment, generating improvements in vendor risk assessment, resulting in process improvements and workflow management that have resulted in significant cost savings.

With more than a decade of work providing digital solutions and leadership for companies in diverse industries, he has extensive experience in all aspects of strategic solution delivery, including marketing, media analytics, measurement and attribution. In fact, he has received a number of accolades for his work, including the **BIM Leadership Award,** the **Search Leadership Award,** the **Lead Generation Export Program Award** and the **Export Lead Generation Program Award and the EMEA Best Sales Model Award.**

Arens also served as Sales Manager in Dublin, Ireland. In this role, he built a team of 4 to 14 members over three years and led the sales team to achieve results and collaborate well with each other and cross-functional teams. He also served as Senior Industry Analyst, Hamburg, Germany, creating storylines for over 150 clients using internal and third party tools to support analysis. He developed and wrote in-depth reports to demonstrate his mastery of the subject matter, including understanding the macroeconomic and political/regulatory factors affecting technology adoption and diffusion.

He has also led teams at companies such as Eaton, Airbus and Siemens, where he gained valuable account management and supply chain experience. He is particularly noted for continually exceeding expectations by building valuable customer relationships and working seamlessly with people at all levels of an organization, including stakeholders, management, team members and customers. His data-driven approach and ability to develop innovative and scalable solutions to industry challenges have made him a prominent leader in his field.

Mr. Arens, Manuel

- Global Procurement Manager at Google, Mountain View, USA
- Senior Manager, B2B Analytics and Technology, Google, USA
- Sales Director - Google, Ireland
- Senior Industry Analyst at Google, Germany
- Accounts Manager - Google, Ireland
- Accounts Payable at Eaton, UK
- Supply Chain Manager at Airbus, Germany

"

Bet on TECH! You will have access to the best didactic materials, at the forefront of technology and education, implemented by internationally renowned specialists in the field"

International Guest Director

Andrea La Sala is an **experienced Marketing executive** whose projects have had a significant impact on the **Fashion environment**. Throughout his successful career he has developed different tasks related to Products, Merchandising and Communication. All of this linked to with prestigious brands such as Giorgio Armani, Dolce&Gabbana, Calvin Klein, among others.

The results of this high-profile international executive have been linked to his proven ability to synthesize information in clear frameworks and execute concrete actions aligned to specific business objectives. In addition, he is recognized for his proactivity and adaptability to fast-paced work rhythms. To all this, this expert adds a strong commercial awareness,, market vision and a genuine passion for products.

As Global Brand and Merchandising Director at Giorgio Armani, he has overseen a variety of Marketing strategies for apparel and accesories. His tactics have also focused on the retail environment and consumer needs and behavior. In this
La Sala has also been responsible for shaping the commercialization of products in different markets, acting as team leader in the Design, Communication and Sales departments..

On the other hand, in companies such as Calvin Klein or Gruppo Coin, he has undertaken projects to boost the structure, and development of different collections. He has been in charge of creating effective calendars for buying and selling campaings.
He has also been in charge of the terms, costs, processes and delivery times
of different operations.

These experiences have made Andrea La Sala one of the main and most qualified corporate leaders in Fashion and Luxury. A high managerial capacity with which he has managed to effectively implement the positive positioning of different brands and redefine their key performance indicators (KPIs).

Ms. La Sala, Andrea

- Global Brand & Merchandising Director Armani Exchange at Giorgio Armani, Milan, Italy
- Merchandising Director at Calvin Klein
- Brand Manager at Gruppo Coin
- Brand Manager at Dolce&Gabbana
- Brand Manager at Sergio Tacchini S.p.A.
- Market Analyst at Fastweb
- Graduate of Business and Economics at Università degli Studi del Piemonte Orientale

The most qualified and experienced professionals at international level are waiting for you at TECH to offer you a first class teaching, updated and based on the latest scientific evidence. What are you waiting for to enroll?"

International Guest Director

Mick Gram is synonymous with innovation and excellence in the field of **Business Intelligence** internationally. His successful career is linked to leadership positions in multinationals such as Walmart and Red Bull. Likewise, this expert stands out for his vision to identify emerging technologies that, in the long term, achieve an everlasting impact in the corporate environment.

On the other hand, the executive is considered a pioneer in the **use of data visualization techniques** that simplified complex sets, making them accessible and facilitating decision making. This ability became the pillar of his professional profile, transforming him into a desired asset for many organizations that bet on gathering information and generating concrete actions from them.

One of his most outstanding projects in recent years has been the Walmart Data Cafe platform, the largest of its kind in the world that is anchored in the cloud aimed at Big Dataanalysis. In addition, he has held the position of **Director** of **Business Intelligence** at **Red Bull,** covering areas such as Sales, Distribution, Marketing and Supply Chain Operations. His team was recently recognized for its constant innovation regarding the use of Walmart Luminate's new API for Shopper and Channel insights.

As for his training, the executive has several Masters and postgraduate studies at prestigious centers such as the University of Berkeley,in the United States, and the University of Copenhagen, in Denmark. Through this continuous updating, the expert has attained cutting-edge competencies. Thus, he has come to be considered a born leader of the new global economy, centered on the drive for data and its infinite possibilities.

Mr. Gram, Mick

- Director of Business Intelligence and Analytics at Red Bull, Los Angeles, United States
- Business Intelligence Solutions Architect for Walmart Data Cafe
- Independent Business Intelligence and Data Science Consultant
- Director of Business Intelligence at Capgemini
- Senior Analyst at Nordea
- Senior Business Intelligence Consultant at SAS
- Executive Education in AI and Machine Learning at UC Berkeley College of Engineering
- Executive MBA in e-commerce at the University of Copenhagen
- B.Sc. and M.Sc. in Mathematics and Statistics at the University of Copenhagen

"

Study at the best online university in the world according to Forbes! In this MBA you will have access to an extensive library of multimedia resources, developed by internationally renowned professors"

International Guest Director

Scott Stevenson is a distinguished expert in the **Digital Marketing** sector who, for more than 19 years, has been linked to one of the most powerful companies in the entertainment industry, **Warner Bros. Discovery.** In this role, he has played a fundamental role in overseeing logistics and creative workflows across various digital platforms, including social media, search, display and linear media.

This executive's leadership has been crucial in driving in production strategies in paid media, resulting in a marked improvement which has resulted in company's conversion rates. At the same time, he has assumed other roles, such as Director of Marketing Services and Traffic Manager at the same multinational during his former management.

Stevenson has also been involved in the global distribution of video games and digital property campaigns. He was also responsible for introducing operational strategies related to the formation, completion and delivery of sound and image content for television commercials and trailers.

In addition, he holds a Bachelor's degree in Telecommunications from the University of Florida and a Master's Degree in Creative Writing from the University of California, which demonstrates his proficiency in communication and storytelling.. In addition, he has participated at Harvard University's School of Professional Development in cutting-edge programs on the use of Artificial Intelligence in business.. Therefore, his professional profile stands as one of the most relevant in the current field of Marketing and Digital Media.

Mr. Stevenson, Scott

- Director of Digital Marketing at Warner Bros. Discovery, Burbank, United States
- Traffic Manager at Warner Bros. Entertainment
- M.A. in Creative Writing from the University of California
- B.S. in Telecommunications from the University of Florida

" *Achieve your academic and career goals with the best qualified experts in the world! The faculty of this MBA will guide you through the entire learning process"*

International Guest Director

Eric Nyquist, Ph.D., is a leading **international sports professional** who has built an impressive career, noted for his strategic leadership and ability to drive change and innovation in world-class sports organizations.

In fact, he has held senior roles such as **Director of Communications and Impact** at **NASCAR,** based in Florida, USA. With many years of experience behind him at NASCAR, Dr. Nyquist has also held several leadership positions, including Senior **Vice President of Strategic Development** and **General Manager of Business Affairs,** managing more than a dozen disciplines ranging from **strategic development** to **entertainment marketing.**

Nyquist has also made a significant mark on Chicago's top sports franchises. As Executive Vice President of the Chicago Bulls and Chicago White Sox franchises, he has demonstrated his ability to drive business and strategic success in the world of professional sports..

Finally, it is worth noting that he began his career in sports while working in New York as a senior strategic analyst for Roger Goodell in the National Football League (NFL) and, prior to that, as a Legal Intern with the United States Football Federation.

Mr. Nyquist, Eric

- Director of Communications and Impact at NASCAR, Florida, USA
- Senior Vice President of Strategic Development at NASCAR, Florida, United States
- Vice President of Strategic Planning at NASCAR
- Senior Director of Business Affairs at NASCAR
- Executive Vice President at Chicago White Sox Franchises
- Executive Vice President at Chicago Bulls Franchises
- Manager of Business Planning at the National Football League (NFL)
- Business Affairs/Legal Intern with the United States Soccer Federation
- Juris Doctor from the University of Chicago
- Master's Degree in Business Administration-MBA from the University of Chicago Booth School of Business
- B.A. in International Economics from Carleton College

"

Thanks to this university program, 100% online, you will be able to combine your studies with your daily obligations, under the guidance of the leading international experts in the field of your interest. Enroll now!"

Management

Mr. Calderón, Carlos

- Marketing and Advertising Director at Industrias Farmacéuticas Puerto Galiano S.A.
- Marketing and Advertising Consultant at Experiencia MKT
- Marketing and Advertising Director at Marco Aldany
- CEO and Creative Director at C&C Advertising
- Marketing and Advertising Director at Elsevier
- Creative Director at CPM Marketing and Publicity Consultants
- Advertising Technician from CEV in Madrid

Professors

Mr. García-Valdecasas Rodríguez de Rivera, Jesús

- Pharmaceutical Technical Director at Bohm Laboratories
- Technician Responsible for the Biocides and Cosmetics Area at Bohm Laboratories
- Quality and Registration Coordinator at Bohm Laboratories
- Director of Quality Assurance, Development and Regulatory Affairs at Industrias Farmacéuticas Puerto Galiano S.A.
- Head of Registration/Technical Services at Arafarma Group S.A
- Degree in Pharmacy from the University of Alcalá, Spain
- Master's Degree in Pharmaceutical Industry and Parapharmaceutical from the Center for Higher Studies in the Pharmaceutical Industry (CESIF)

Mr. González Suárez, Hugo

- Digital & Product Marketing Manager at Laboratorios ERN S.A.
- Product Marketing and Project Manager at Amgen
- Degree in Biochemistry and Pharmacology from Cambridge International University
- Professional Master's Degree in Marketing from the Center for Higher Studies in the Pharmaceutical Industry (CESIF)
- Master's Degree in Business Administration from ESNECA Business School

Mr. Rivera Madrigal, Víctor
- Account Manager at EIE medical
- Medical Visitor at Innovasc Integral Solutions S.L
- Sales Specialist at UCC Europe
- Health care Marketing Technician

Ms. López Pérez, Damaris
- Senior healthcare consultant at GOC
- Medical Marketing Consultant at Doctaforum Medical Marketing
- Consultant at Persea
- Program Coordinator at VESA
- Research Assistant at Elephant Conservation Center
- Master's Degree in Biology, Research and Conservation of Biodiversity from the University of Salamanca
- Master in Medical Affairs and Medical Science Liaison from the Center for Higher Studies in the Pharmaceutical Industry
- Degree in Biology from the University of Extremadura

Mr. Moreno Izquierdo, Juan Manuel
- Responsible for the complete portfolio of Biosimilars and Hospital Generic Medicines in Iberia Commercial Head
- General Manager of Marketing at Biogen
- SNC Marketing Area Manager
- Master's Degree in Marketing and Commercial Management from the School of Business Administration and Management
- Bachelor's Degree in Economics from Carlos III University of Madrid

Mr. Muñoz, Ignacio
- Senior HR Business Partner at CAPITAL ENERGY
- Manager at Nexus Information Technology
- Expert in Executive Coaching Accredited by the International Coach Federation and Accredited Coach Training Program qualification
- Executive Master's Degree in Human Resources from Centro de Estudios Garrigues
- Degree in Psychopedagogy from the Complutense University of Madrid

"Take the opportunity to learn about the latest advances in this field in order to apply it to your daily practice"

05

Structure and Content

The MBA in Commercial and Marketing Management in the Pharmaceutical Industry aims to provide experts with a complete and updated perspective of the sales and promotion tactics and strategies used in this area. To achieve this, TECH implements one of the most advanced methodologies in the academic field, the *Relearning* system. In this way, graduates will consolidate complex concepts with less effort and higher performance.

Through the Relearning method you will be able to reduce study time and strengthen your understanding of key concepts in the long term in an effective way"

Module 1. Pharmaceutical Industry

1.7. Technological Innovations in the Pharmaceutical Industry
    1.7.1. Disruptive Technologies
    1.7.2. Artificial Intelligence
    1.7.3. Big Data
    1.7.4. Bioinformatics

1.8. Price
    1.8.1. Cost Analysis
    1.8.2. Pricing Strategies
    1.8.3. Pricing Policies
    1.8.4. Differential Pricing

1.9. Drug Manufacturing
    1.9.1. Good Manufacturing Practices
    1.9.2. Manufacture Process
    1.9.3. Sterilization Techniques
    1.9.4. Validation Process

1.10. Quality Control of Drugs
    1.10.1. Good Laboratory Practices
    1.10.2. Physicochemical Analysis Methods
    1.10.3. Analytical Method
    1.10.4. Microbiological Analysis

Module 2. Structure of the Pharmaceutical Industry

2.1. Pharmaceutical Development
    2.1.1. Drug Discovery
    2.1.2. Pharmacokinetics
    2.1.3. Pharmacodynamics
    2.1.4. Preclinical Trials

2.2. The Pharmaceutical Laboratory
    2.2.1. Good Laboratory Practices
    2.2.2. Laboratory Equipment
    2.2.3. Laboratory Instrumentation
    2.2.4. Microbiological Analysis

2.3. R&D
    2.3.1. Screening Techniques
    2.3.2. Validation Techniques
    2.3.3. Rational Design
    2.3.4. Medicinal Chemistry

2.4. Patents
    2.4.1. Fundamentals of Intellectual Property
    2.4.2. Patent Application Procedures
    2.4.3. Patentability Analysis
    2.4.4. Protection Strategies

2.5. Generics
    2.5.1. Therapeutic Equivalence
    2.5.2. Bioequivalence
    2.5.3. Development Process
    2.5.4. Manufacture Process

2.6. Stock Management
    2.6.1. StockControl
    2.6.2. Inventory Management
    2.6.3. Demand Forecasting Methods
    2.6.4. StockManagement Software

2.7. Discounts
    2.7.1. Volume Discounts
    2.7.2. Prompt Payment Discounts
    2.7.3. Loyalty Discounts
    2.7.4. Profitability Analysis of Discounts

2.8. Pharmaceutical Industry Value Chain
    2.8.1. Risk Management
    2.8.2. Information Technologies
    2.8.3. Sustainability
    2.8.4. Social Responsibility

Module 4. Sales Process in the Pharmaceutical Industry

4.1. Commercial Department Structure
- 4.1.1. Hierarchical Structure
- 4.1.2. Organizational Design
- 4.1.3. Responsibility of the Sales Department
- 4.1.4. Talent Management

4.2. The Medical Visit
- 4.2.1. Responsibilities of The Medical Sales Representative
- 4.2.2. Ethics of The Medical Sales Representative
- 4.2.3. Effective Communication
- 4.2.4. Product Knowledge

4.3. Point-of-Sale Promotional Actions
- 4.3.1. Objectives of The Actions
- 4.3.2. Visual Merchandising
- 4.3.3. Materials Management
- 4.3.4. Impact Evaluation

4.4. Sales Techniques
- 4.4.1. Principle of Persuasion
- 4.4.2. Negotiation Skills
- 4.4.3. Scientific Update
- 4.4.4. Handling Objections

4.5. Sales Communication
- 4.5.1. Analysis of The Different Channels
- 4.5.2. Verbal Communication
- 4.5.3. Non-Verbal Communication
- 4.5.4. Written Communication

4.6. Loyalty Strategies
- 4.6.1. Loyalty Program
- 4.6.2. Personalized Customer Service
- 4.6.3. Follow-Up Programs
- 4.6.4. Therapeutic Compliance Programs

4.7. Client Follow-Up
- 4.7.1. Tools For Client Follow-Up
- 4.7.2. Satisfaction
- 4.7.3. Communication Techniques
- 4.7.4. Use of Data

4.8. Sales Cycle Analysis
- 4.8.1. Data Interpretation
- 4.8.2. Cycle Analysis
- 4.8.3. Sales Cycle Planning
- 4.8.4. Sales Cycle Management

4.9. Sales Performance Evaluation
- 4.9.1. KPI Performance Indicators
- 4.9.2. Effectiveness Analysis
- 4.9.3. Productivity Evaluation
- 4.9.4. Product Profitability Evaluation

4.10. Technological Tools for Sales
- 4.10.1. Customer Relationship Management (CRM)
- 4.10.2. Sales Force Automation
- 4.10.3. Route Optimization
- 4.10.4. E-Commerce Platforms

Module 5. Leadership and Team Management in the Pharmaceutical Industry

5.1. Leadership in the Pharmaceutical Industry
- 5.1.1. Leadership Trends and Challenges
- 5.1.2. Transformational Leadership
- 5.1.3. Leadership in Risk Management
- 5.1.4. Continuous Improvement Leadership

5.2. Talent Management
- 5.2.1. Recruitment Strategies
- 5.2.2. Profile Development
- 5.2.3. Succession Planning
- 5.2.4. Talent Retention

Module 6. Pharmaceutical Marketing Plan

Module 8. New Technologies Applied to the Pharmaceutical Sector

8.9. Biosensors
    8.9.1. Glucose Biosensors
    8.9.2. PH Biosensors
    8.9.3. Oxygen Biosensors
    8.9.4. Lactate Biosensors
8.10. Augmented Reality
    8.10.1. Product Promotion
    8.10.2. Training of Professionals
    8.10.3. Dosage Guide
    8.10.4. Medical Data Visualization

Module 9. Finance for the Marketing Department

9.1. Marketing Budget
    9.1.1. Traditional Advertising
    9.1.2. Digital Marketing
    9.1.3. Media Relations
    9.1.4. Public Relations
9.2. Cost-Benefit Analysis
    9.2.1. ACE
    9.2.2. ACU
    9.2.3. CBA
    9.2.4. ACM
9.3. Performance Measurement
    9.3.1. Market Share
    9.3.2. Return on Investment
    9.3.3. Research and Development
    9.3.4. Operational Efficiency
9.4. Financial Planning
    9.4.1. Budget
    9.4.2. Inventory Management
    9.4.3. Risk Management
    9.4.4. Capitalization

9.5. Financial Risk Management
    9.5.1. Product Diversification
    9.5.2. Supply Chain Management
    9.5.3. Financial Risk Hedging
    9.5.4. Conclusions
9.6. Profitability
    9.6.1. Efficiency in Production
    9.6.2. Marketing Strategies
    9.6.3. Geographic Expansion
    9.6.4. Conclusions
9.7. Future Investments
    9.7.1. Risk Analysis
    9.7.2. Market Opportunity
    9.7.3. Choice of Timing
    9.7.4. Conclusions
9.8. The Company's Financial Resources
    9.8.1. Equity Capital
    9.8.2. Debt Financing
    9.8.3. Venture Capital
    9.8.4. Subsidies
9.9. Return on Investment
    9.9.1. Patents
    9.9.2. Research
    9.9.3. Analysis
    9.9.4. Conclusions
9.10. Feasibility of New Products
    9.10.1. Efficacy and Safety
    9.10.2. Demand
    9.10.3. Supply
    9.10.4. Intellectual Property

Module 10. The Consumer

10.1.   Knowing the Consumer
    10.1.1.   Sales Data Analysis
    10.1.2.   Consumer Profile
    10.1.3.   Public Opinion Research
    10.1.4.   Customer Satisfaction Study
10.2.   Demand Trends
    10.2.1.   Aging Population
    10.2.2.   Health Awareness
    10.2.3.   Technological Advances
    10.2.4.   Preventive Medicine
10.3.   Effective Communication
    10.3.1.   Clear Messages
    10.3.2.   Scientific Information
    10.3.3.   Transparency
    10.3.4.   Bidirectional Communication
10.4.   Previous Experiences
    10.4.1.   Pharmaceutical Manufacturing
    10.4.2.   Pharmacovigilance
    10.4.3.   Reimbursement
    10.4.4.   Data Analytics
10.5.   Product Accessibility
    10.5.1.   Product Packaging
    10.5.2.   Information in Braille
    10.5.3.   Unit Dose Containers
    10.5.4.   Adaptation of Formats
10.6.   Consumer Education
    10.6.1.   Adherence Promotion
    10.6.2.   Safe Use of OTC Drugs
    10.6.3.   Chronic Disease Education
    10.6.4.   Side Effects

10.7.   Product Development
    10.7.1.   Pre-Clinical Development
    10.7.2.   Clinical Trials
    10.7.3.   Manufacture
    10.7.4.   Packaging and Labeling
10.8.   The Doctor-Patient Relationship
    10.8.1.   Open Communication
    10.8.2.   Transparent Communication
    10.8.3.   Shared Decision Making
    10.8.4.   Respect and Empathy
10.9.   Social Responsibility
    10.9.1.   Ethics
    10.9.2.   Social Responsibility
    10.9.3.   Environmental Sustainability
    10.9.4.   Transparency and Accountability
10.10. Technological Influence
    10.10.1. Research and Development
    10.10.2. Precision Medicine
    10.10.3. Data Security
    10.10.4. Machine Learning

Module 11. Leadership, Ethics and Social Responsibility in Companies

11.1.   Globalization and Governance
    11.1.1.   Governance and Corporate Governance
    11.1.2.   The Fundamentals of Corporate Governance in Companies
    11.1.3.   The Role of the Board of Directors in the Corporate Governance Framework
11.2.   Cross Cultural Management
    11.2.1.   Cross Cultural Management Concept
    11.2.2.   Contributions to Knowledge of National Cultures

Module 12. People and Talent Management

Module 13. Economic and Financial Management

Module 14. Executive Management

06
Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.**

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

At TECH we use the Case Method

What should a professional do in a given situation? Throughout the program, students will be confronted with multiple simulated clinical cases based on real patients, in which they will have to investigate, establish hypotheses and ultimately, resolve the situation. There is an abundance of scientific evidence on the effectiveness of the method. Pharmacists learn better, more quickly and more sustainably over time.

With TECH you will experience a way of learning that is shaking the foundations of traditional universities around the world.

According to Dr. Gérvas, the clinical case is the annotated presentation of a patient, or group of patients, which becomes a "case", an example or model that illustrates some peculiar clinical component, either because of its teaching power or because of its uniqueness or rarity. It is essential that the case is based on current professional life, attempting to recreate the actual conditions in a pharmacist's professional practice.

> *Did you know that this method was developed in 1912, at Harvard, for law students? The case method consisted of presenting students with real-life, complex situations for them to make decisions and justify their decisions on how to solve them. In 1924, Harvard adopted it as a standard teaching method"*

The effectiveness of the method is justified by four fundamental achievements:

1. Pharmacists who follow this method not only grasp concepts, but also develop their mental capacity, by evaluating real situations and applying their knowledge.

2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.

3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.

4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.

Relearning Methodology

At TECH we enhance the case method with the best 100% online teaching methodology available: Relearning.

Our University is the first in the world to combine the study of clinical cases with a 100% online learning system based on repetition, combining a minimum of 8 different elements in each lesson, which represent a real revolution with respect to simply studying and analyzing cases.

Pharmacists will learn through real cases and by solving complex situations in simulated learning environments. These simulations are developed using state-of-the-art software to facilitate immersive learning.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

At the forefront of world teaching, the Relearning method has managed to improve the overall satisfaction levels of professionals who complete their studies, with respect to the quality indicators of the best online university (Columbia University).

With this methodology, more than 115,000 pharmacists have been trained with unprecedented success in all clinical specialties, regardless of the surgical load. This pedagogical methodology is developed in a highly demanding environment, with a university student body with a high socioeconomic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

The overall score obtained by TECH's learning system is 8.01, according to the highest international standards.

This program offers the best educational material, prepared with professionals in mind:
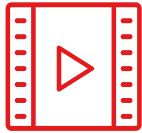
Study Material

All teaching material is created specifically for the course by specialist pharmacists who will be teaching the course, so that the didactic development is highly specific and accurate.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.

Video Techniques and Procedures

TECH introduces students to the latest techniques, to the latest educational advances, to the forefront of current pharmaceutical care procedures. All of this, first hand, and explained and detailed with precision to contribute to assimilation and a better understanding. And best of all, you can watch them as many times as you want.

Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This unique multimedia content presentation training system was awarded by Microsoft as a "European Success Story".

Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.

20%

15%

15%

3%

20%

17%

7%

3%
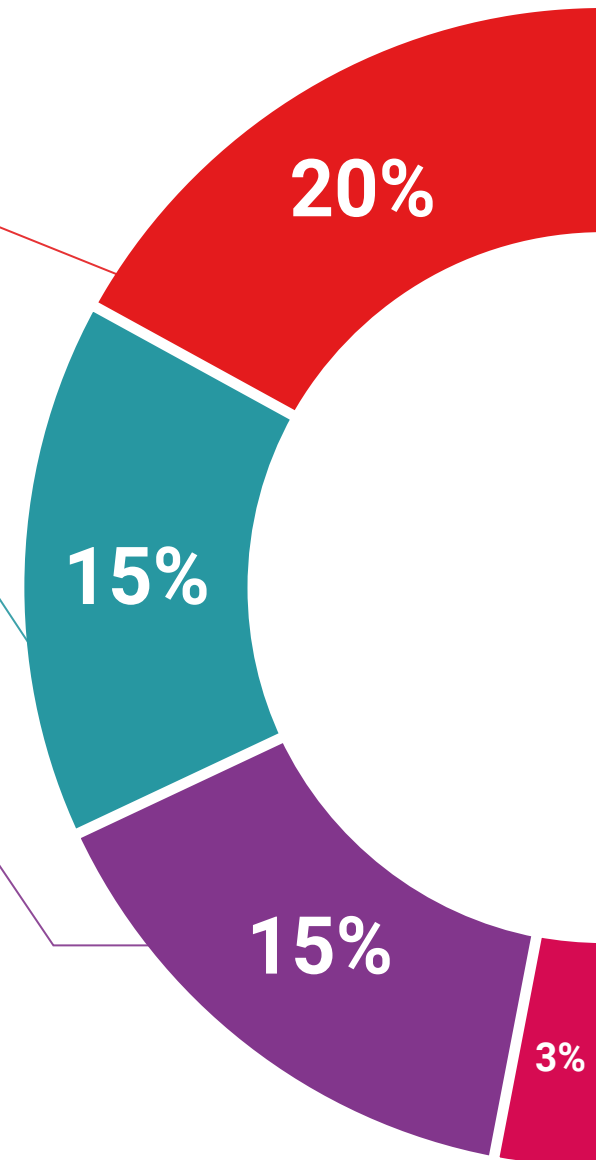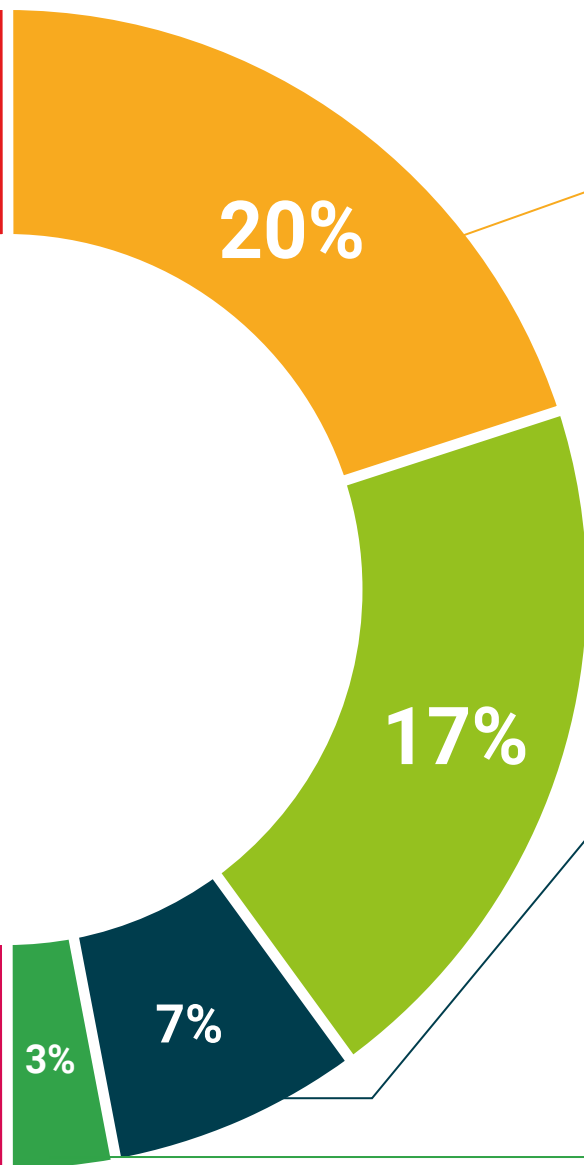
Expert-Led Case Studies and Case Analysis

Effective learning ought to be contextual. Therefore, we will present you with real case developments in which the expert will guide you through focusing on and solving the different situations: a clear and direct way to achieve the highest degree of understanding.

Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.

Classes

There is scientific evidence on the usefulness of learning by observing experts. The system known as Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical, and effective way to help students progress in their learning.

Certificate

The MBA in Commercial and Marketing Management in the Pharmaceutical Industry guarantees students, in addition to the most rigorous and up-to-date education, access to an Professional Master's Degree issued by TECH Global University.

Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"

This private qualification will allow you to obtain a **Professional Master's Degree MBA in Commercial and Marketing Management in the Pharmaceutical Industry** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University is an official European University publicly recognized by the Government of Andorra (*official bulletin*). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** private qualification is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Professional Master's Degree MBA in Commercial and Marketing Management in the Pharmaceutical Industry**

Modality: **online**

Duration: **12 months**

Accreditation: **90 ECTS**

---

tech global university

Mr./Ms. _____, with identification document _____
has successfully passed and obtained the title of:

Professional Master's Degree MBA in Commercial and Marketing Management in the Pharmaceutical Industry

This is a private qualification of 2,700 hours of duration equivalent to 90 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Dean

This qualification must always be accompanied by the university degree issued by the competent authority to practice professionally in each country.   Unique TECH Code: AFWORD23S   techtitute.com/certificates

---

Professional Master's Degree MBA in Commercial and Marketing Management in the Pharmaceutical Industry

General Structure of the Syllabus

Subject type	ECTS
Compulsory (CO)	90
Optional (OP)	0
External Work Placement (WP)	0
Master's Degree Thesis (MDT)	0
Total 90	

General Structure of the Syllabus

Year	Subject	ECTS	Type
1°	Pharmaceutical Industry	6	CO
1°	Structure of the Pharmaceutical Industry	6	CO
1°	Market Research in the Pharmaceutical Industry	6	CO
1°	The Sales Process in the Pharmaceutical Industry	6	CO
1°	Leadership and Team Management in the Pharmaceutical Industry	6	CO
1°	Pharmaceutical Marketing Plan	6	CO
1°	Marketing Management applied to the Pharmaceutical Industry	6	CO
1°	New Technologies Applied to the Pharmaceutical Sector	6	CO
1°	Finance for the Marketing Department	6	CO
1°	The Consumer	6	CO
1°	Leadership, Ethics and Social Responsibility in Companies	6	CO
1°	People and Talent Management	6	CO
1°	Economic and Financial Management	6	CO
1°	Executive Management	12	CO

Dr. Pedro Navarro Illana
Dean

tech global university

---

*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global University will make the necessary arrangements to obtain it, at an additional cost.

tech global university

Professional Master's Degree
MBA in Commercial and Marketing Management in the Pharmaceutical Industry

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Global University**
- » Credits: **90 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

Professional Master's Degree
MBA in Commercial and Marketing Management in the Pharmaceutical Industry

tech global university